

THE GREAT BRITISH HOLIDAY AUDIT

2025

BY EASYJET AND EASYJET HOLIDAYS



easyJet

Flights | Holidays

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CEO, Kenton Jarvis

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EXPERT PANEL



Holly Rubenstein

Holly Rubenstein, creator and host of the UK's #1 travel podcast The Travel Diaries, shares ultimate travel stories from A-list celebrities, explorers and industry leaders like Joanna Lumley and Michael Palin. Known for transporting listeners worldwide, the award-winning podcast blends inspiring tales with practical tips, including hotel and trip reviews. Holly, also a journalist and Contributing Editor for Country & Town House and Luxury Explorer, has been featured in The Times, The Telegraph, and Tatler.



Tonia Hope

Tonia Hope, the creative force behind the Instagram account "@toniahope_," is a talented artist, author and content creator. With a passion for visual storytelling, Tonia captivates her audience with her stunning photography, vibrant artwork, and inspiring messages. Through her carefully curated feed, she takes her followers on a visual journey, sharing her unique perspective on travel and the world around her.



Victoria Philpott

Victoria Philpott is a family travel blogger at vickyflipfloptravels.com. She's gone from weekend traveller, to backpacker, to digital nomad, to travelling with her son, and seen over 70 countries in the process. She loves the thrill of travel and sharing her top tips for families looking to do the same.



AI remains a dominant theme and while customers are using it to help plan their holidays, we are using it to help us operate efficiently, to keep offering low fares and enhance our customer experience.

FOREWORD

BY EASYJET CEO, KENTON JARVIS

The great British holiday has been woven into the fabric of our society since the inception of commercial holidays in the 1950s, enabling us to make lasting memories, experience other cultures or simply put our feet up.

This year easyJet will mark 30 years since it first came onto the scene to democratise travel and over this time we have seen many changes to the way people travel with each generation creating their own trends.

Now, the UK's largest airline, operating over 1,000 routes, we are making it easier than ever for people to travel and discover new places. This audit dives into the latest data to reveal the habits and behaviours of how the British public plan, book and holiday, whilst also looking at some of the travel trends we predict will be prevalent in 2025.

And we can see many of the trends uncovered coming through in our customer behaviour – from the desire to discover new places to the rise of multi-generational holidaying or revisiting nostalgic childhood destinations alongside the switch to less traditional destinations for low-cost luxe.

AI remains a dominant theme and while customers are using it to help plan their holidays, we are using it to help us operate efficiently, to keep offering low fares and enhance our customer experience.

We know how much people value their holidays and it is clear that they are now not just a priority, but considered an essential highlight of the year so we remain more focused than ever on providing low-cost travel to the places people want to go while always aiming to make the travel experience easy.

WHERE BRITS WILL BE TRAVELLING

In a word – **anywhere!** British holidaymakers are determined to make new adventures and memories and are strategically planning their trips to include as many new and varied destinations as they can. **96% of Brits say holidays are an essential spend in their annual budget, and eight in ten (82%) said visiting a new country is their top priority for 2025.**

Almost half (46%) of British adults have at least one trip booked for this year and 17% have already made plans and taken advantage of great deals for 2026! Of the holidaymakers already booked up, 70% are heading to a new destination.

A third (33%) are planning to take more holidays than in 2024 with 37% planning two and a lucky 5% hoping to go on more than five. According to the survey of 2,000 British holidaymakers, people are planning on spending an average of £3051.90 on their main holiday in 2025 – although 13% intend to spend over £5,000 – with almost half taking two weeks as their main holiday.

Country ticking is on the rise, maybe thanks to apps such as 'been', which allows users to track their travels and share it with friends. Over half (53%) of Gen Z and Millennials will always visit a new country when they go on holiday, compared with 17% of Boomers.

Holiday hopping is a clever way of experiencing new cultures and cuisines by flying into one city airport and out of another nearby - an excellent way to get to see more of a country or region.

Savvy travellers are also planning their way around Europe and beyond with the help of AI to build tailored itineraries to match their tastes.

The new data also shows that beach holidays remain the most popular type of getaway for 61% of Brits. 47% will also opt for a city break while 11% will include an activity holiday in their yearly getaway plans.

With more routes making it ever easier to travel a little further, 63% of holidaymakers are choosing to swap their 3* accommodation in traditional European hotspots for more luxurious resorts in far flung destinations like Turkey, Morocco, Egypt and Tunisia for similar value.

Workers are making the most of their annual leave with four day weekends and retirees are extending their stays in the winter sunshine for the same price as staying at home.

Meanwhile, film and TV destinations are booming. 80% of Gen Z are inspired to holiday by what they've seen on streaming services. At the same time, a trip down memory lane is also becoming more popular.



46% OF BRITS ARE PLANNING THEIR TRIPS UP TO 18 MONTHS IN ADVANCE

82% SAID VISITING A NEW COUNTRY IS THEIR TOP PRIORITY FOR 2025

SAID VISITING A NEW COUNTRY IS THEIR TOP PRIORITY FOR 2025

TOP GETAWAYS FOR 2025 INCLUDE:

61% WANT TO TAKE A BEACH HOLIDAY

47% WANT A CITY BREAK

11% WANT AN ACTIVITY HOLIDAY

THE AVERAGE PLANNED HOLIDAY SPEND IS

£3,051

ALTHOUGH 13% INTEND TO SPEND OVER £5,000

1 IN 5 

OVER ONE IN FIVE (22%) OF BRITS WANT TO BOOST THEIR COUNTRY COUNT

62% 

PLAN ON A MORE ADVENTUROUS TRIP WITH POINT-TO-POINT HOPPING

63% 

OF BRITS WANT TO UPGRADE THEIR HOLIDAYS TO LOW-COST LUXE IN A GREAT VALUE DESTINATION

Country ticking


Travellers are scoring bragging rights by counting countries they have ticked off. Apps like 'been' allow them to customise a map of the world showing all the countries they have visited and share it with their friends. Competitive counters aspire to follow in the footsteps of influencers like Britain's most travelled woman, Sue Rogers, 70, who ticked off all 193 UN-recognised countries – despite living with chronic fatigue syndrome. TV globetrotter Michael Palin, still on overseas adventures aged 81, is on 99 countries after recent trips, while the late Queen made it to 117 during her reign. Over one in five (22%) of Brits want to boost their country count and track it so they can compare their tally with others.

Holiday hopping

Holidaymakers are increasingly flying in and out of different destinations to maximise their time exploring. Sun-seekers can fly into Pula and work their way down Croatia's stunning coastline before flying out of Dubrovnik. To explore the Basque Country, travellers can fly into the French gateway town of Biarritz and out of Bilbao via San Sebastian. And in Italy, culture vultures can fly into Rome and out of Pisa, taking in Florence en route. 62% plan on a more adventurous trip with point-to-point hopping instead of staying in a single location this year.

Low-cost luxe

Many travellers are always after the best possible deals, but bargain hunters can also upgrade to a little more luxury if they head to some further flung destinations that offer fantastic value for money, which have also seen an increase in connectivity to the UK in recent years. In destinations like Turkey and North Africa, a five-star hotel break can be nabbed at comparable value to a three-star stay in more traditional European holiday hotspots. 63% of Brits are looking at swapping where they go this year for a low-cost luxury upgrade.

 Holly Rubenstein says:

“It’s clear that holidays and travel are now a non-negotiable for many households and discovering new and exciting places is firmly on the horizon for 2025. Holidaymakers are determined to see more, experience more and share more – not just on their social media feeds – but together in real life. Every day of annual leave is being used creatively to maximise the time that can be spent exploring and relaxing”.



HOW BRITS WILL BE HOLIDAYING

1/3 

FOR ALMOST A THIRD OF FAMILIES GOING ON HOLIDAY, **GRANDPARENTS** ARE INVITED TOO

 97%

OF PARENTS WANT TO CONTINUE HOLIDAYING WITH THEIR CHILDREN WHO HAVE LEFT HOME

 Holly Rubenstein says:

“Having been kept apart by the pandemic, extended families are embracing the joy of making new memories together.”

Together. Multi-generational holidays are on the rise. Not only are parents taking their grown up children away for some quality time but for almost a third of families (30%), grandparents are invited too. Almost a quarter (23%) of 60-78 year-olds say they will be holidaying with their grown up children this year.

While 97% of parents said they would love to continue holidaying with their children long after they had left home, 78% of children also said they wanted to do so.

Mothers are typically in charge of planning where they holiday (38%). It might not come as a surprise, but 35% of mothers are still in charge of the packing – rising to 47% in Edinburgh!

Spending quality time together was the biggest factor for multi-generational holidays (62%), followed by the opportunity to relax and switch off (44%) and the chance to enjoy some simple ‘me time’ (21%) – often made possible because grandparents can take care of the kids for a day or two.

WHERE WILL PEOPLE BE STAYING?

 51%
HOTEL ACCOMMODATION

 15%
RESORTS OR VILLAS

 3%
PITCH A TENT

Hotel accommodation emerges as the most popular choice among travellers (51%). Following hotels, 15% of people lean towards staying in either resorts or villas – while 3% are happy just to pitch a tent.

While packing habits may not have changed, planning has got a lot smarter. AI-itinerary planning is helping to create trips perfectly suited to our tastes, without spending hours online and worrying about what to see or do.

Although AI is most likely to be used by 57% of tech-savvy Generation Z, across all age groups 41% said they had or would use it to book a 2025 holiday.

41% 

**SAID THEY HAD OR WOULD USE
AI TO BOOK A 2025 HOLIDAY**

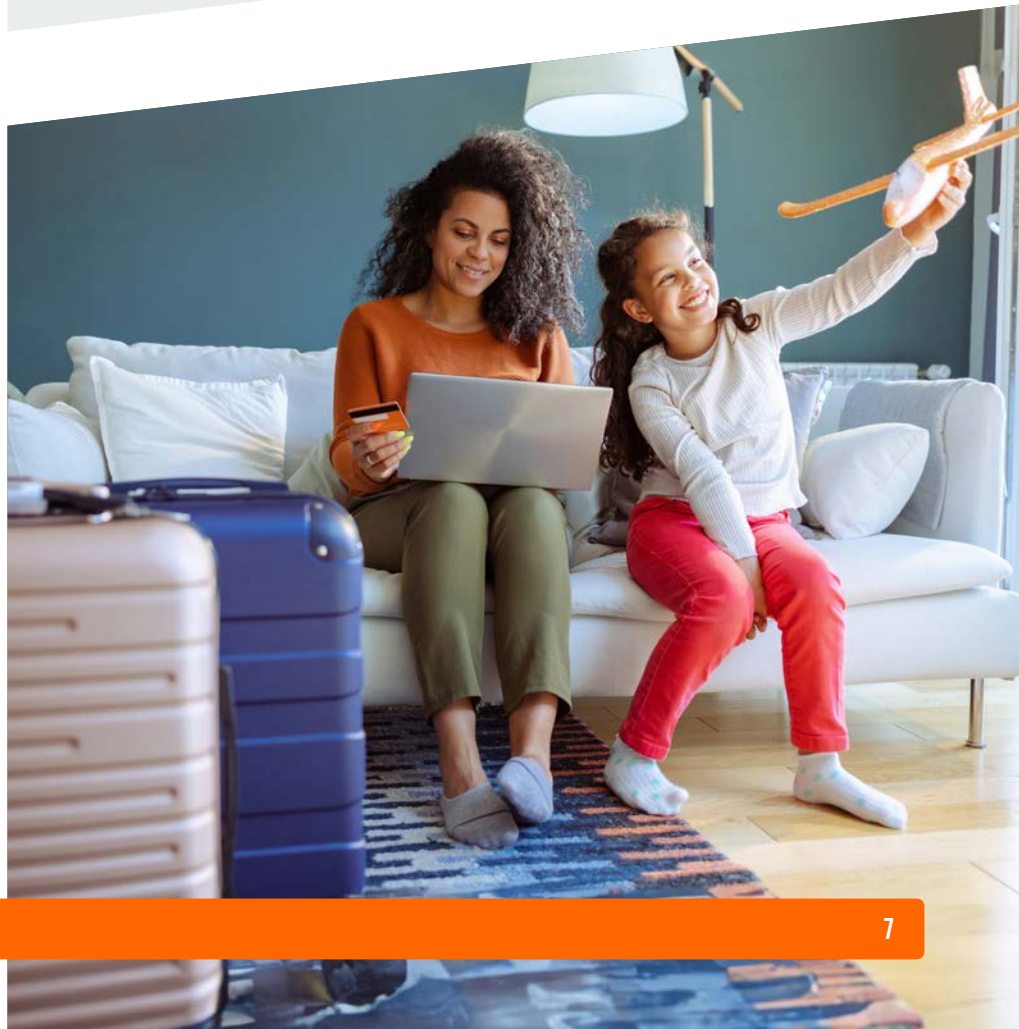
 Holly Rubenstein says:

“Let AI take care of your itinerary. It may sound out of this world, but just like shopping giants can tip you towards your next purchase, AI can also use algorithms to suggest places you’d love to visit, recommend the best local restaurants based on your past reviews or tastes and even arrange a tour for sights that will interest you!”



AI-itinerary planning

In 2025, holidaymakers need no longer spend hours searching online. New artificial intelligence-powered tools can curate unique, tailored itineraries that fulfil travellers’ desire for bespoke experiences. AI algorithms can analyse vast data sets, including past travel behaviour, social media activity and real-time location data, to provide personalised on-the-ground recommendations on local attractions, shopping and wining and dining options. 41% of Brits, rising to 57% of Gen Z and 51% of Millennials, say they would use personalised itineraries aided by AI travel planning tools.



WHAT BRITS WILL BE DOING ON HOLIDAY

Jetflix and chill – over half of holidaymakers (55%) want to pick a holiday destination based on a true crime documentary or cookery programme streamed on TV or streaming devices, such as Netflix. Gen Z are most likely to match their holidays to their streaming habits with 81% saying they would do so this year.

For those following in the footsteps of a true crime mystery, fashionistas and foodies, two-thirds (66%) said they would tailor a trip to follow their favourite musician on tour – as seen by the Swifties who travelled the world for the Eras tour. 2025 could see fans of 'The Boss' Bruce Springsteen jumping on the bandwagon in destinations like San Sebastián and Milan.

Meanwhile, 75% would simply be keen in 2025 to take a 'nostalgia trip' down memory lane and return to the places they holidayed in as children.

People's passions will be fuelling Brits' holiday choices, with over a third (38%) of those who partake in sporting pursuits choosing holidays where they can run, cycle, and hike. In fact, keen runners are heading to European cities such as Paris, Amsterdam and Berlin, to run in marathon-style events. This trend is particularly popular amongst younger holidaymakers, with two-thirds of Gen Z and Millennials (65%) basing their holiday on sporting pursuits, and 73% of Gen Z planning holidays around their hobbies.



 55%

OVER HALF OF HOLIDAYMAKERS WANT TO PICK A HOLIDAY DESTINATION BASED ON A TV PROGRAMME

66%

WOULD CONSIDER PURSUING 'MUSICAL MISSIONS', TO FOLLOW THEIR FAVOURITE ACTS AROUND THE CONTINENT

38%

WILL BOOK A HOLIDAY TO FOLLOW THEIR SPORTING PURSUITS

73%

OF GEN Z ARE PLANNING HOLIDAYS AROUND THEIR HOBBIES



Acti-vacations

As well as travelling to watch sporting events, people are increasingly travelling to participate in them. With London's marathon massively over subscribed – 578,374 entered the ballot for 53,000 places in 2024 – runners are giving marathons in Berlin and Barcelona a go. The world's best wine marathon, France's Marathon du Médoc near Bordeaux, has 23 wine-tasting stations along the 26.2 mile course. Triathlon and Ironman races are popular while cyclists can get their sporting fix on organised bike rides like Venice to Paris or tackling past stage routes from the Tour de France.

Musical missions

Travelling abroad for music festivals or concerts is getting bigger than ever. Taylor Swift's record-breaking Eras Tour saw over 10 million tickets sold to 149 shows across six continents, generating an estimated £1 billion for the UK economy alone. Fans flocked to cities like Lyon, France and Gelsenkirchen, Germany for availability and value. Stars touring in 2025 include Coldplay, Ed Sheeran, Bruce Springsteen, Billie Eilish and Dua Lipa. Charli XCX and Sabrina Carpenter are headlining Barcelona's hot Primavera Sound music festival while Ibiza's superclubs are a major draw. 83% of Gen Z would fly short-haul to see their favourite artist or DJ perform.

83%



OF GEN Z WOULD FLY SHORT-HAUL TO SEE THEIR FAVOURITE ARTIST OR DJ PERFORM



Jetflix and chilling

Increasing numbers of travellers are 'set-jetting', seeking out the real-life locations of their favourite TV shows and movies. Searches spiked on online travel sites for Sicily when it featured in the second season of The White Lotus and for Norway after it appeared in the final season of Succession. The popularity of Netflix show Emily in Paris has seen a surge in visitors to the City of Lights while Game of Thrones fans flock to the Croatian city of Dubrovnik. Foodies are inspired to follow in the footsteps of TV chefs like Rick Stein and actor Stanley Tucci sampling European regional cuisines. Over four-fifths (81%) of Gen Z are keen to visit on-screen locations from their favourite streamers.



Victoria Philpott says:

“Going to gigs and festivals abroad is a great way to make even more of the experience, and to keep the buzz of the performance going with your friends afterwards. You’ll get to see some cool locations, and get great value by combining a holiday and a show.”



This audit shows that people are safeguarding their holiday above all else. And with more choice of destinations and experiences than ever before, the UK holiday market caters for all tastes, interests and generations.

AFTERWORD

BY EASYJET HOLIDAYS CEO, GARRY WILSON

My first-ever holiday, a trip to Majorca with my grandparents, is still one of my most cherished memories. And that's what holidays have always been about, a feeling of joy, exhilaration and freedom.

Holidays are the antidote to the busy routines and daily pressures of life. That feeling of booking your holiday, whether it's to your favourite repeat destination or somewhere brand new you've always wanted to explore – there's nothing else quite like it.

The 2025 Great British Holiday Audit shows that people are safeguarding their holidays above all else. And with more choice of destinations and experiences than ever before, the UK holiday market caters for all tastes, interests and generations.

This audit established three key things:

#1

The first, even with economic pressures Brits are prioritising their holidays, by planning and booking breaks away. In fact, we are planning to take 25% more customers away on package holidays.

#2

The second, searching for value and a bargain remains a core priority for holidaymakers. The trading up from 3* locations in traditional European hotspots, to 5* resorts in Turkey, Morocco, and Cyprus, is evidence that Brits are looking for luxury for less.

#3

And third, our holidays are being influenced even more by our passions – sport, TV, film and music – they're the types of vacations we increasingly want to immerse ourselves in.

As one of the UK's major tour operators, we are making it easier than ever for customers to experience great value beach holidays and city breaks.

So whether you want to fly and flop or clock up the miles discovering new cities, the sheer choice and options available for holidaymakers has never been better and here at easyJet and easyJet holidays, we can't wait to help people get out there in 2025 and beyond.

THE TOP 15 TRAVEL TRENDS FOR 2025

- #1 **Low-cost luxe** – travellers seeking luxury experiences at reduced costs by choosing great value destinations with 5* quality
- #2 **AI-itinerary planning** – using new AI tools to create highly personalised travel itineraries, and saving research time
- #3 **Country ticking** – inspired by the likes of apps like 'been', as well as general intrigue in exploring new destinations and countries, scoring bragging rights by clocking up new countries each year and more stamps in your passport
- #4 **Holiday hopping** – travellers are maximising their holidays by flying into one city and out of another to explore multiple destinations within a country or region
- #5 **Self-care journeys** – travelling for relaxation and escaping the everyday, to switch off and aid your mental health, whether that's for hiking, forest bathing, spa retreats or just some peace
- #6 **Small city seeker** – travelling to smaller cities to avoid the crowds and experience somewhere more unique than the usual big hitters. Destinations throughout Europe have a variety of smaller cities that still offer activities, culture and experiences in spades, i.e. Girona instead of Barcelona, or Rimini instead of Rome

- #7 **Multi-generational holidays** – family trips are extending into adulthood, with grandparents joining the party too
- #8 **More adventure maxing** – maximising long-weekend travel (2–3-day trips) around Europe by using fewer days of annual leave to see more places
- #9 **Jetflix and chill** – TV and film is inspiring all sorts of travel, ranging from true crime fans, cooking and foodie shows, documentaries and mythology, for a thematic experience
- #10 **Nostalgia travelling** – tapping into the trend of nostalgia, holidaymakers are revisiting locations from childhood to recreate cherished memories and connect with their personal history
- #11 **Trailblazer travel** – choosing adventurous destinations that no one you know has been to that still provide stunning landscapes and friendly prices e.g. Georgia, Slovenia, and Montenegro
- #12 **Gourmet getaways** – being inspired to visit destinations based on viral food trends and unique culinary experiences
- #13 **Acti-vacation** – choosing holidays and locations to participate in sporting events, such as marathons or bike races across Europe
- #14 **Month-long escapes** – retirees and those with flexible schedules are increasingly opting for month-long stays abroad to escape unfavourable weather
- #15 **Musical missions** – planning a holiday around following a favourite music artist on tour or attending an international music festival